

## VareseNews

### Two courses dedicated to new digital instruments, at Faberlab

**Pubblicato:** Martedì 13 Maggio 2014

At Faberlab, in Tradate, Varese Province's digital workshop, May is dedicated entirely to new instruments for entrepreneurs and new professionals.

**Digital Export**, a course designed to teach participants to use the Internet as a work instrument, is starting on **13 May**. This course will last the whole day and will show how to exploit the Internet to achieve visibility and qualified contacts for businesses, and how to create value for companies and their suppliers.

After an introduction on the world of media and an explanation of what a marketplace and Business to Business (B2B) are, there will be an explanation of how the main web-analytics programs work. In the second part of the course, the main web indexing criteria, what web agencies are and how they work, and how to use the main social networks to improve the online placement of businesses, will be illustrated. Finally, there will be a lesson on all aspects of e-commerce and web marketing. The course will last a total of eight hours, and will be given by **Andrea Boscaro** of The Vortex, the Italian company specialised in digital training.

On **20 and 27 May**, there is the course on 3D drawing using **Keyshot 4**.

The aim of the course is to give the necessary specialised skills to create high definition, interactive images, animations and CAD-model videos, using one of the most attractive professional programs now on the market. The course will be given by **Riccardo Pietro Visentin**, and will last a total of six hours, divided into two lessons, to become familiar with Keyshot and its potential.

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